**EVA PÉREZ MARTÍN**

**P r o f e s i ó n**

**RESUMEN**

Amelia is a social media manager and a champion of social media tools and technologies, with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the blogosphere, search tools and Web 2.0, and work closely with clients to create innovative, effective campaigns.

**COMPETENCIAS**

Performance Analysis Real-time Engagement Brand Strategy Channel Growth Customer Acquisition Response Monitoring

Product Marketing Quality Control

Social Media Strategies Campaign Evaluation Competitive Analysis Referral traffic



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AutoCAD

Adobe Photoshop Adobe InDesign Microsoft Office Suite Spexx

Sketch Up

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**SOCIAL**

**HABILIDADES**

**FORMACIÓN**

**CONTACTO**

**EXPERIENCIA**

# SOCIAL MEDIA MANAGER

**ABC Media Co. | Feb 2013 - Dec 2014**

Develop and manage online marketing campaigns for ABC Co., DEF Co., GHI Co. and JKL Co., effectively driving brand awareness, engagement and traffic to social media pages.

Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of client programs.

# SOCIAL MEDIA INTERN

**Sunny Side TV | Feb 2013 - Dec 2014**

Assess social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.

Place stories in BusinessWeek, Wired News, Computerworld and other key news outlets. Ensure placement in social content Web sites such as Digg, StumbleUpon, etc.

Build a strong base of repeat business and serve as the #1 requested IT consultant.